



IN GOOD COMPANY: Ercan Onguc, centre, with, from left, Dean Hammond, Ben Hamer, Jamie Vardy, Danny Simpson, Danny Drinkwater and Richie de Laet

ADVERTISING FEATURE

LEICESTER City Football Club players are one of the most closely watched football teams on the planet right now, and it's no wonder that fans are flocking to emulate their favourite footie players' style. From the Vardy barnet to Captain Morgan's drinking style, anything the blue boys are touching turns to gold.

So it's no surprise then that fans and fashion aficionados alike are heading to the official LCFC Jeweller to kit themselves out with some of the finest jewellery in the county.

It's hard to believe that Lanes Fine Jewellery have only been around for three years.

Located just a short walk away from the Highcross, it is owned by husband and wife team Carli and Ercan Onguc, who pride themselves on not only stocking some of the most beautiful jewellery in the industry, but bringing that personal touch to their customer service as well as being able to be involved with some of the most prestigious and high profile events in Leicestershire.

In the time they've been open, the company has been the headline sponsor for Miss Leicestershire, won by Holly Desai, and for the past two seasons have been the official jewellers for Leicester City.

Players both old and new all head to Lanes when they're looking to buy something a little special, whether it be a new watch, an engagement ring, or just a statement piece for a celebratory night out.

Due to the warm welcome that all customers receive from Carli, Ercan and their staff, it's no wonder that customers end up becoming friends.

"It's wonderful to get to know

Local jewellers is City players' hidden gem for buying their bling!

the team closely and spend time with them," says Carli. "The whole football club, from the staff to the owners, Vichai and Top, the team itself, the coaches to the chief executive Susan Whelan and, of course, 'The Birch' and the fans really are like one big family and we are privileged to have shared in that every week."

"We are certainly proud to be part of this city and it's amazing football club."

Ercan has a more detailed and intricate relationship with the club, having first started working as a waiter in the Fosse Restaurant at Filbert Street after moving to England.

It was there that he met the then-chief executive and his staff.

When he discovered Ercan's profession was a jeweller, he sent him on an English language course to improve his English and got him back into the jewellery trade in London. Now they're back here as the official jeweller for the club.

Ercan said: "It's like a dream and I will always be grateful to the club for helping me."

Aside from the LCFC, Lanes Fine Jewellery are often frequented by many other members of Leicester's elite, from actors to musicians and many more, all after something unique and timeless.

From bespoke custom made jewellery, to statement pieces and much more, Lanes are happy to cater to all tastes and preferences, and have a range of pieces to suit all budgets. They're yet another shining example of some of the best that Leicester City has to offer.

■ Lanes Fine Jewellery, 25, Loseby Lane, Leicester LE1 5DR.



WINNING TEAM: Ercan with City stars Jamie Vardy, Danny Drinkwater, Andrej Kramaric and Andy King

